



eltic-Plus⁺

Smart Connected World



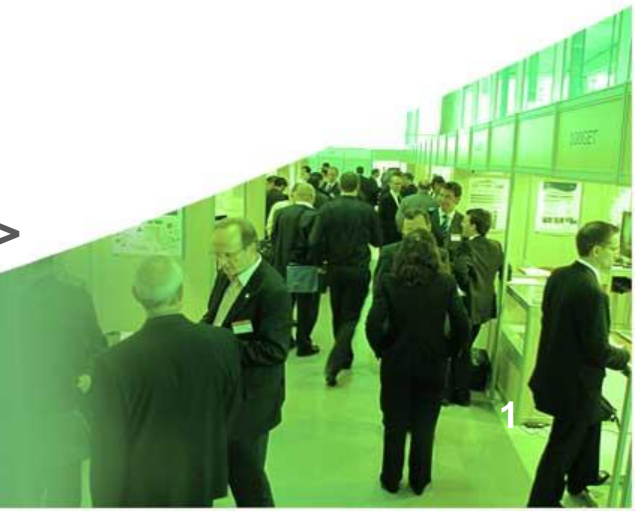
Proposers Day
18 November 2014, Basel

Personalised Media Services enabled by connected devices

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<Poster number (if applicable)>



Organisation Profile

- VRT: Public broadcaster of Flanders (Belgium)
 - 2300 employees
 - 3 TV channels (4)
 - Eén, Ketnet, Canvas, Op12
 - 5 radio channels
 - Radio 1, Radio 2, Klara, Studio Brussel, MNM
 - 3 on-line portals (news, sports, culture)
 - deredactie.be, sporza.be, cobra.be
- In-house technology department (+/- 200 FTE)
- In-house independent research lab:
 - VRT Research & Innovation

ONS MEDIA-AANBOD

één

CANVAS



DE
REDACTIE.BE



Challenges

- currently lot of sensor data available
 - e.g. activity trackers, heartbeat, eye tracker, ...
- how to aggregate and deduce meaningful data from different sensors into a personal data hub?
 - real-time user context: e.g. two friends listening to the radio news in the car
 - media behaviour pattern of the user
- how to use context/sensor data to create an enhanced (personalised) media experience
 - which applicable media devices are available to present content to the user(s)?
 - how to adapt story telling accordingly?

Expected outcome

- Model and implementation of a personal data hub (PDH) and personal media profile (PMP) based on sensor info
- Insights in optimization of sensor data, PDH and PMP model, media use case pipeline.
- Personalised & multi-device storytelling prototype based on personal media profile and available devices
 - Including multi-platform “story scheduling”

What do we offer?

- Close ties with TV/radio/web production team
 - Possibility to test in live broadcast environment
 - Creative environment/production skills
 - Broadcast professionals for extensive prototype testing
- Multi-disciplinary broadcast R&D team
- Content, content, content
- Expertise in programme scheduling
- Living lab context - thousands of viewers/listeners/surfers

Partners

- What do we need?
 - Companies working on/with sensor devices
 - Analytics/reasoning on sensor data
 - Network technology to enable inter-device communication
 - Privacy expertise

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